

## CLAIMS

I claim:

1. A method of advertising on a subscriber terminal, the method comprising:  
sending an advertising authorization request to the subscriber terminal;  
receiving a reply to the advertising authorization request, the reply providing authorization  
for at least one advertisement to be sent to the subscriber terminal; and

5 in response to the authorization, sending the at least one advertisement to the subscriber  
terminal when at least one triggering event occurs.

2. The method of claim 1 wherein the at least one triggering event is selected from the  
group consisting of the subscriber terminal being idle, the subscriber terminal being substantially  
stationary, and a specific time of day.

3. The method of claim 1 wherein the advertising authorization request comprises at  
least one user-selectable option for authorizing the at least one advertisement to be sent to the  
subscriber terminal.

4. The method of claim 1, wherein the subscriber terminal comprises a display screen,  
the method further comprising displaying the at least one advertisement on the display screen.

5. The method of claim 1, wherein the at least one triggering event comprises the  
subscriber terminal being idle and substantially stationary.

6. A method of advertising on a subscriber terminal, the method comprising:  
sending an advertising authorization request to the subscriber terminal;  
receiving a reply to the advertising authorization request, the reply authorizing at least one advertisement to be sent to the subscriber terminal;  
5 sending the at least one advertisement to the subscriber terminal in response to receiving the reply; and  
displaying the at least one advertisement on the subscriber terminal when at least one triggering event occurs.

7. The method of claim 6 wherein the at least one triggering event is selected from the group consisting of the subscriber terminal being idle, the subscriber terminal being substantially stationary, and a specific time of day.

8. The method of claim 6 wherein the advertising authorization request comprises at least one user-selectable option for authorizing the at least one advertisement to be sent to the subscriber terminal.

9. The method of claim 6, wherein the at least one triggering event comprises the subscriber terminal being idle and substantially stationary.

10. A method of advertising on a subscriber terminal, the method comprising:  
retrieving a reply to an advertising authorization request from memory, the reply authorizing at least one advertisement to be sent to the subscriber terminal; and

5 sending the at least one advertisement to the subscriber terminal when at least one triggering event occurs.

11. The method of claim 10 wherein the at least one triggering event is selected from the group consisting of the subscriber terminal being idle, the subscriber terminal being substantially stationary, and a specific time of day.

12. A method of advertising on a subscriber terminal, the method comprising:  
retrieving a reply to an advertising authorization request from memory, the reply authorizing at least one advertisement to be sent to the subscriber terminal;

sending the at least one advertisement to the subscriber terminal in response to retrieving the reply; and

displaying the at least one advertisement on the subscriber terminal when at least one triggering event occurs.

13. The method of claim 12 wherein the at least one triggering event is selected from the group consisting of the subscriber terminal being idle, the subscriber terminal being substantially stationary, and a specific time of day.

14. A system of advertising comprising:  
a first entity coupled with a communications network;  
a second entity coupled with the communications network;

wherein the first entity comprises computer instructions stored in memory and executable  
5 by a processor for (i) receiving an advertising authorization request from the second entity and (ii)  
sending a reply to the advertising authorization request, the reply to the advertising authorization  
request authorizing at least one advertisement to be sent to the first entity; and

wherein the second entity comprises computer instructions stored in memory and  
executable by a processor for sending the at least one advertisement to the first entity when at least  
10 one triggering event occurs.

15. The system of claim 14 wherein the at least one triggering event is selected from the  
group consisting of the first entity being idle, the first entity being substantially stationary, and a  
specific time of day.

16 The system of claim 14 wherein the advertising authorization request comprises at  
least one user-selectable option for authorizing the at least one advertisement to be sent to the first  
entity.

17. The system of claim 14, wherein the at least one triggering event is the first entity  
being idle and substantially stationary.

18. The system of claim 14, wherein the first entity comprises a display screen, the first  
entity further comprising computer instructions stored in memory and executable by a processor for  
displaying the at least one advertisement on the display screen.

19. The system of claim 14, wherein the first entity is a server.

20. The system of claim 14, wherein the second entity is a subscriber terminal.

21. A system of advertising comprising:

a first entity coupled with a communications network;

a second entity coupled with the communications network;

wherein the first entity comprises computer instructions stored in memory and executable

5 by a processor for:

sending an advertising authorization request to the second entity;

receiving a reply to the advertising authorization request, the reply authorizing at  
least one advertisement to be sent to the second entity; and

sending the at least one advertisement to the second entity in response to receiving  
the reply;

wherein the second entity comprises computer instructions stored in memory and  
executable by a processor for:

receiving the at least one advertisement; and

displaying the at least one advertisement on the second entity when at least one

15 triggering event occurs.

22. The system of claim 21 wherein the at least one triggering event is selected from the  
group consisting of the second entity being idle, the second entity being substantially stationary, and  
a specific time of day.

23. The system of claim 21 wherein the advertising authorization request comprises at least one user-selectable option for authorizing the at least one advertisement to be sent to the second entity.

24. The system of claim 21, wherein the at least one triggering event comprises the second entity being idle and substantially stationary.

25. The system of claim 21, wherein the first entity is a server.

26. The system of claim 21, wherein the second entity is a subscriber terminal.

27. A system comprising:

a processor;

a memory;

computer instructions stored in the memory and executable by the processor for:

receiving a reply to an advertising authorization request, the reply authorizing output of at least one advertisement; and

outputting the at least one advertisement when at least one triggering event occurs.

28. The system of claim 27 further comprising computer instructions stored in memory and executable by a processor for outputting the advertising authorization request.

29. A system comprising:

a processor;

a memory;

computer instructions stored in the memory and executable by the processor for:

5           outputting a reply to an advertising authorization request;

          receiving the at least one advertisement in response to outputting the reply; and

          displaying the at least one advertisement on a display screen when at least one triggering event occurs.